

CERTIFICATE OF MAILING BY FIRST CLASS MAIL (37 CFR 1.8)Applicant(s): **Eric Cohen-Solal et al.**

Docket No.

US010548

Application No.

10/014,190

Filing Date

11/13/2001

Examiner

Gregory M. Desire

Customer No.

Group Art Unit

2625

Invention:

IDENTIFICATION AND EVALUATION OF AUDIENCE EXPOSURE TO LOGOS IN A BROADCAST EVENT

I hereby certify that this **Amendment Transmittal Letter (Large Entity), Amendment, and postcard receipt**
(Identify type of correspondence)


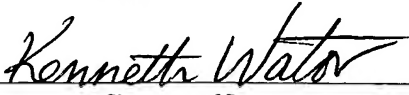
is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on
January 19, 2005
(Date)

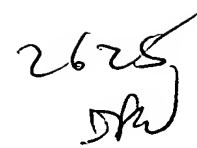
Kenneth Watov

(Typed or Printed Name of Person Mailing Correspondence)

(Signature of Person Mailing Correspondence)

Note: Each paper must have its own certificate of mailing.

AMENDMENT TRANSMITTAL LETTER (Large Entity)				Docket No. US010548	
Applicant(s): Eric Cohen-Solal et al.					
Application No. 10/014,190	Filing Date 11/13/2001	Examiner Gregory M. Desire	Customer No.	Group Art Unit 2625	Confirmation No. 3023
Invention: IDENTIFICATION AND EVALUATION OF AUDIENCE EXPOSURE TO LOGOS IN A BROADCAST EVENT					
<u>COMMISSIONER FOR PATENTS:</u>					
Transmitted herewith is an amendment in the above-identified application. The fee has been calculated and is transmitted as shown below.					
CLAIMS AS AMENDED					
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	15 -	19 =	0	x \$50.00	\$0.00
INDEP. CLAIMS	4 -	4 =	0	x \$200.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$0.00
<input checked="" type="checkbox"/> No additional fee is required for amendment. <input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____ <input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed. <input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account 23-0510 <input type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16. <input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17. <input type="checkbox"/> Payment by credit card. Form PTO-2038.					
WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.					
 _____ Signature			Dated: January 19, 2005		
Kenneth Watov, Reg. No. 26,042					
Please Address All Correspondence To: Gregory L. Thorne, Esq. Philips Intellectual Property & Standards P.O. Box 3001 Briarcliff Manor, NY 10510 (914) 945-6000			<div style="border: 1px solid black; padding: 5px;"> I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on January 19, 2005 _____ (Date)  _____ Signature of Person Mailing Correspondence Kenneth Watov _____ Typed or Printed Name of Person Mailing Correspondence </div>		
CC:					



Appl. No. 10/014,190
Amdt. Dated January 19, 2005
Reply to Office Action of November 04, 2004

In re Application of:

5	Applicants	:	Eric Cohen-Solal et al.
	Confirmation No.	:	3023
	Serial No.	:	10/014,190
10	Filed	:	November 13, 2001
	For	:	IDENTIFICATION AND EVALUATION OF AUDIENCE EXPOSURE TO LOGOS IN A BROADCAST EVENT
15	Examiner	:	Gregory M. Desire
	Art Unit	:	2625
20	Attorney Docket No.	:	US010548

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO: COMMISSIONER FOR PATENTS, P.O. BOX 1450, ALEXANDRIA, VIRGINIA 22313-1450

ON January 19, 2005

NAME Kenneth Watov

SIGNATURE Kenneth Watov

January 19, 2005

25 Mail Stop Amendment
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, Virginia 22313-1450

30 AMENDMENT

Dear Sir:

In response to the Office Action dated November 4, 2004, please amend the above-captioned Application as indicated below: